

Study on the Influencing Factors of the Purchasing Intention of Consumer Digital Music APP Members in Shaanxi Province

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Abstract: With the rapid development and wide application of Internet technology, the digital music industry continues to grow. Under the background of copyright protection, the dissemination of digital music has entered the standardized track. Contemporary Internet users thought is active, easy to impulse consumption. Their special social environment and the psychological characteristics of their age constitute their music consumption characteristics. Therefore, based on the theory of consumer behavior, this paper has sorted out the relevant theory of purchase intention, the current situation of China's digital music market, pirated music and other domestic and foreign literature. This paper summarizes the situation of mainstream music platforms in China, and compares the membership model of digital music APP.

Keywords: Digital Music APP; Consumer; Purchase Intention; Influencing Factors

1. Background

Digital music APP is the current popular daily entertainment, is an important part of entertainment life, according to October 2020 China online music industry report survey, China's Internet music users have more than six point, but the digital music APP download less than forty million times, digital music has passed the stage of rapid growth, began to enter the stage of market share expansion. Slowly, consumers gradually used to pay to use, digital music consumer purchase rate gradually increased, in October 2020, digital music membership has more than seventy million, users gradually accepted the membership to listen to music, and young consumers will actively choose top-up members, membership income become a digital music platform important part of the source of income.

2. Research objectives

The economic impact of consumer purchase intention of digital music APP members in Shaanxi province.

Significance and mechanism of influence of each variable within the study framework.

Relationship between monetary cost, functional value, social influence and the purchase intention of digital music APP members.

3. Range of study

3.1 Theoretical significance and value

In a theoretical sense, this paper focuses on the research focus on consumers' purchase intention for digital music APP members. By investigating the factors affecting consumers' purchase, we can fully understand consumers' consumption psychology for digital music payment resources. We hope that some related fields can be relatively improved through this research. Secondly, by carrying out relevant surveys from the perspective of domestic consumers, this study deeply investigates and understands the psychological attitude and acceptance degree of Chinese digital music users for digital music APP members, understands the factors affecting consumers'

purchase intention, and provides constructive suggestions for the theoretical research in digital music related fields

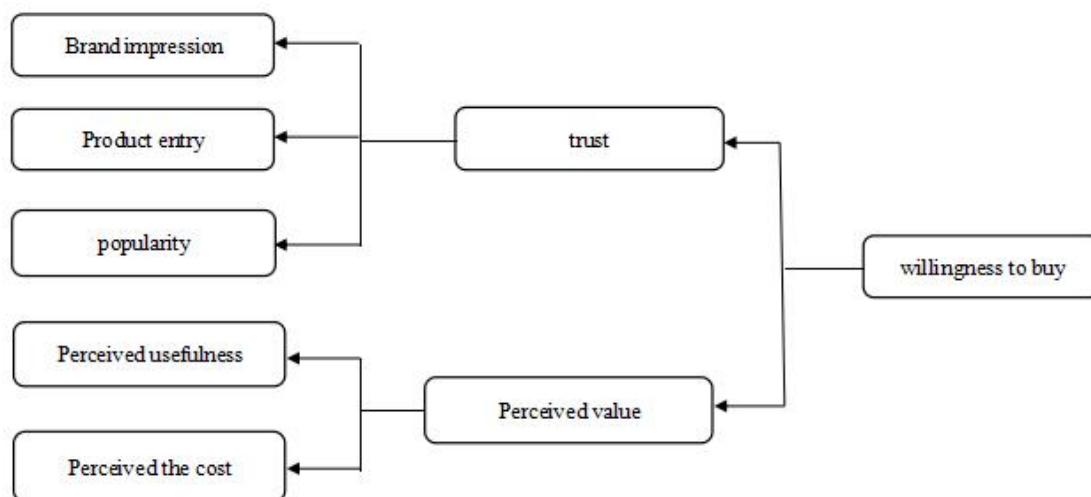
3.2 Practical meaning and value

In a practical sense, first of all, it helps enterprises to better understand consumers, tap the real needs of consumers, provide users with the best use experience, obtain more high-quality customers, and attract more potential consumers by improving services, improve the operation and management of the existing membership model, and promote the development of digital music market. Second fully investigate understand consumers own awareness of copyright protection and hold a view of pirated resources, and the attitude to digital music consumption, let consumers better understanding of digital music payment, encourage them to try to accept digital music resources pay, from the perspective of consumers to better grasp their mentality of digital music APP to pay, stimulate consumption.

3.3 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly limited the scope of the study. The regional distribution of the sample has limited the scope of sample collection to four cities in Shaanxi province, China, according to the perspective of social resources, including Xi'an, Yulin, Xianyang and Baoji.

4. The conceptual framework of the study



5. Theoretical basis

5.1 Trust-related theories

Gefen (2003) believes that trust is the expectation of buyers and sellers on the success of the transaction in a high-risk environment. From the above definition of researchers, researchers in different disciplines have different understandings of the connotation of trust, but they all believe that trust is a positive psychological expectation of both parties in a high-risk environment. Mengfei (2012) demonstrated that the purchase intention is influenced by trust, which in turn is influenced by the involvement and visibility of the product. In his research, Bi Jidong (2010) proved that purchase intention is influenced by trust, and that trust in turn is influenced by trust tendency and brand impression.

5.2 Perceived value theory

In 2005, Hee-Woong Kim, Hock Chuan Chan et al. studied the impact of perceived value on the acceptance willingness of mobile Internet consumers. Consumers will try to obtain the maximum utility or satisfaction. Perceived value is obtained by comparing profit

and sacrifice, and perceived value can be used as an indicator of consumers' willingness to accept. Hee-Woong Kim (2007) studied the use of mobile Internet based on perceived value, and integrates customer perceived value theory and technical acceptance model to establish user value acceptance model. The results show that various factors influence the purchasing intention through perceived value, and perceived value directly influences consumers' purchasing intention. Among the independent variables, perceived value is the core variable of the model.

6. Correlation studies

The study of Dodds, Monroe and Grewal (2020) shows that the purchase intention is the attitude of consumers towards a product or service, which reflects the likelihood of buying a product or service, and is the probability of purchasing a product or service. The price has a positive impact on the perception of quality, but the effect of price on the purchase intention is reverse. Zeithaml (2021) believes that when consumers' intention to purchase a product or service is positive, it can indicate to some extent that consumers have a good impression of the product or service, and the possibility of purchase increases. On the other hand, if consumers have a negative intention to buy products and services, the possibility of purchase is reduced.

Conclusion

With the rapid development of Internet technology and digital music, in the material life, gradually highlighted under the background of spiritual demand, consumer demand for music is no longer just on the attribute, and gradually began to pay attention to its spiritual demand, so consumer understanding of music APP member service is no longer just listen to the member service attributes and functions, to understand the operators or brand feelings. The methods and methods of music APP operators' content marketing are not fixed, and they need to timely adjust the marketing strategies according to the external environment, industry conditions, the characteristics of target customer groups and other factors. Comprehensive use of information, entertainment, emotional and other content marketing methods can better provide services for consumers, improve consumers' perceived value, so as to get a better marketing effect.

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